Improving Engagement, Motivation and Participation

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The client’s journey through programs

- How we lose motivation
- How to build motivation
Understanding Motivation: The Client’s Journey Through the Program
Understanding the Client’s Perspective

**Agency Perspective**
Run a smooth process even if client needs are secondary to meeting the requirements of the process/grant.

**Client’s Perspective**
Make every effort to sense, serve, and satisfy the needs and wants of the clients within the constraints of the budget and other resources/demands.
“Walk a mile in my shoes”

• Most view programs from inside-out, rather than from outside-in
• Put yourself in the clients’ shoes
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Look at the system from the client’s perspective and find the motivational potholes.
Waiting At Office for Initial Appointment

Who will I get? How much longer will it be?

What if I say something wrong? I’m so nervous.
“I don’t understand what this is about. I am not sure how this works.
“I am not understanding any of this.”
Energy-Draining Motivation-Killing Orientation

- Fill Out Paperwork as Applicants Enter
- Staff Introductions
- Mission of the Organization
- History of the Organization
- Eligibility Requirements:
  - Income
  - Barriers
  - Residency Requirements
- Review of Calendar of Training Workshops
- Rules at the Center (dress, smoking, etc.)
- A review of the various staff and their roles
- Steps in the Process
- Big Ending: Let’s take the CASAS/TABE.
- Questions?
What are Work Activity Requirements?

► Approved Work Activities have been determined by State and Federal regulations, and all activity must be verified by approved documentation

► Some examples of approved work activities are: Supervised Work Search, Job Development Activities and Paid Employment

► Some examples of approved verification of activities are: paystubs, homework logs, and signed activity logs if participating in other approved work search/learning activities

► Work Activities are assigned based on individual employment goals and steps needed to reach those goals

► Discuss specific work activities you participate in and the verification needed with your Employment Advocate
Impersonal Paperwork, Forms and Documents
REVIEW COMMUNICATION
HARSH TONE
HIGH READING LEVELS
If you are missing any eligibility documentation, you will have **14 calendar days** to provide it to the Intake Specialist. If required eligibility documentation is not provided within the 14 day period, you will be deemed ineligible and will have to begin the enrollment process again, at a later date.

It is important to note that your enrollment is contingent upon your follow through with the steps outlined above. Failure to complete the Initial Assessment within the initial 30-day period will result in non-enrollment into the program.
Language that Focuses on Weakness
**Barrier:**
Noun

1. A fence or other obstacle that prevents movement or access.
2. A circumstance or obstacle that prevents communication or that keeps people or things apart.

**Synonyms**
bar - obstacle - hindrance - obstruction
Barriers Ahead.
Deficient in basic literacy skills
Ex-offender
Long Term Unemployed
High school drop out
Low Income
Pregnant/parenting youth
Welfare Recipient

I have so many barriers I won’t make it. What’s the use trying?

How well meaning case managers reinforce low self esteem, raise the psychological price and turn off participants.
Suitability

We enroll everyone. We have no real criteria.
Monthly Case Management Check-Ins

Our Paperwork Before Your Needs
So I need to get your time sheets from you. Okay it looks like you met your hours for last month. That’s great. Anything going on that I should be aware of? Let’s quickly review your plan.

I will see you next month.

“Whatever.”
Nothing To Keep Them Engaged In Between Enrollment and Training Start Date
Still not skilled enough at job search to get a job so client thinks “What’s the Use?”
Where is the Motivation?
Every Touchpoint Should Be Building Motivation
Motivational Strategies

Inspire
Persuade
Reason
Convince
Boost
Encourage
Excite
Fuel
Spark
Support

Motivate
Stimulate
Spur
Induce
Invigorate
Strengthen
Energize
Fire Up
Rally
Encourage
In your experience, which of the three most accurately depicts the motivation of the person coming to you?

- I applied because I was hoping to get an Individual Employment Plan.
- I applied because I want help becoming self-sufficient.
- I applied because I need money.
"I am in!!"

Pick a Selling Proposition that Motivates
Orientation: The Pressure is On!
WIOA: 

Sample Fun, Informative Motivational, Engaging Orientation

Welcome and Introductions
Get Acquainted
Agenda for Orientation
Expectations/Want to Know
Overall Goal of Organization (Increase Income)
How it Works (Training/Scholarships/Jobs/Advancement)
It Takes A Team
What Others Have Said
Goal Setting Activity
Easy Steps to Join the Team (Eligibility/Testing)
Invitation to Join (and Suitability)
What Happens Next?
Questions and Answers
Welcome!
We are excited that you have taken the first step to working with us to find a job that is right for you.

We will help you free of charge. But first we need you to get a few simple but important papers.

Please bring everything checked below. If you cannot get all of these papers, give us a call. We will help you.

Remember….before we can give you our free services, you must bring in everything checked.
Suitability: Who is Right For Us?
Not a barrier....
Just a consideration to be planned for
“You have some situations or challenges that need to be planned around.”

- Will need to work on plan for transportation
- Needs to build broader work experiences
- Will need to work on plan for children
- Need to find employers who aren’t concerned about legal history
- Need to get into classes to learn vocational English
Program Goals: Not Real Powerful

Goals

1. Get GED
2. Get Certificate
3. Get Job
Life Goals: Much More Powerful

Goals

1. Own a car
2. Pay my fines
3. Buy my son things
Using Goals

• To begin writing plan
• At every case management appointment
• To renew slipping motivation
• Once placed to help them stay on track
Inclusion of the dream is critical during on-going case management to continue motivation and change.

“I am so proud of myself!!

“You are taking some important steps toward making a better life for your children.”

• You are in school, you are making good progress and only have 4 weeks left.

• I would like to talk about any steps you have taken since our last conversation and then to talk about what is next.

• How are you feeling about school right now?
On-Going Case Management

Uninspired Meeting Agenda
• Update of what I have done since the last meeting.
• Collect documents from me.
• Get a list of what else they need that I forgot.
• Get cash, check, gift card or voucher for needs.
• Set up next meeting.

Engaging Meeting Agenda
• Discuss my goals
• Answer questions about how I feel about school/job search/job.
• Update progress I have made in last month.
• Set a plan for what is happening next.
• Collect documents/Issue vouchers
• Set up next meeting.
Which journey do you want to create?